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## **Reed Damon Accepts Role as Director of Marketing at Sargento Foods**

**PLYMOUTH, Wis. – Nov. 21, 2016** – [Sargento Foods Inc.](http://www.sargento.com) welcomes Reed Damon as Director of Marketing – Core Business in the Consumer Products Division.

Reed will plan, develop and implement marketing strategies to build the Sargento brand and grow the Sargento Sliced and Shredded Cheese businesses. Reed will report to Chip Schuman, Senior Vice President – Marketing.

“We are pleased to have Reed join the Sargento family and share his wealth of knowledge and experiences,” said Louie Gentine, CEO of Sargento Foods.

Prior to joining Sargento Foods, Reed worked for The Kraft-Heinz Company in a variety of marketing roles for brands including Oscar Mayer, Lunchables, Deli Creations and Boca. In his most recent role as Director of Marketing for Oscar Mayer, he was responsible for leading brand strategy, innovation and communications across the portfolio.

Reed earned his master’s in marketing from Indiana University in Bloomington and his bachelor’s in economics from the University of Michigan in Ann Arbor.

### **About Sargento Foods Inc.**

Sargento Foods Inc. has demonstrated its passion for cheese and cheese-based meal solutions for more than 60 years. Founded in 1953 in Plymouth, Wisconsin, Sargento Foods is a leading manufacturer, packager and marketer of shredded, sliced and snack natural cheeses, cheese appetizers, ingredients, sauces and other culinary solutions. Sargento Foods is owned and operated by the Gentine family, has net sales exceeding \$1 billion and more than 1,800 employees. For more information, please visit [www.sargento.com](http://www.sargento.com).

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